

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave.**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 359729 /		<u>Alt Order #</u> 06859790
<u>Product</u> <b>Anti-Thompson</b>		
<u>Contract Dates</u> <b>10/01/12 - 10/08/12</b>		<u>Estimate #</u> <b>1912</b>
<u>Advertiser</u> <b>House Majority PAC</b>		<u>Original Date / Revision</u> 09/28/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTMJ</b>	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/02/12	10/05/12	Live at Daybreak-Early	5a-6a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$300.00			
N 2	WTMJ	10/02/12	10/05/12	Live at Daybreak	6a-7a		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$700.00			
N 3	WTMJ	10/08/12	10/08/12	Live at Daybreak	6a-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	M-----				1	\$700.00			
N 4	WTMJ	10/02/12	10/05/12	Today Show M-F	7a-9a		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$500.00			
N 5	WTMJ	10/08/12	10/08/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	M-----				1	\$500.00			
N 6	WTMJ	10/06/12	10/06/12	Today Show Saturday	6a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S-				2	\$300.00			
N 7	WTMJ	10/06/12	10/06/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S-				2	\$350.00			
N 8	WTMJ	10/07/12	10/07/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S				1	\$300.00			
N 9	WTMJ	10/07/12	10/07/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S				1	\$400.00			
N 10	WTMJ	10/07/12	10/07/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S				1	\$350.00			
N 11	WTMJ	10/02/12	10/05/12	The Morning Blend	9a-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				2	\$100.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
359729 /	06859790

Contract Dates	Product	Estimate #
10/01/12 - 10/08/12	Anti-Thompson	1912

Advertiser	Original Date / Revision
House Majority PAC	09/28/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	10/02/12	10/05/12	Today Show II	10a-11a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				2	\$200.00			
N 13	WTMJ	10/02/12	10/05/12	Today Show III	11a-12n		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				2	\$200.00			
N 14	WTMJ	10/02/12	10/05/12	Noon News Rotation	12n-1p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				4	\$300.00			
N 15	WTMJ	10/08/12	10/08/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M - - - - -				1	\$300.00			
N 16	WTMJ	10/02/12	10/05/12	Days of Our Lives	1p-2p		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				3	\$200.00			
N 17	WTMJ	10/08/12	10/08/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M - - - - -				1	\$200.00			
N 18	WTMJ	10/02/12	10/05/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				2	\$100.00			
N 19	WTMJ	10/07/12	10/07/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- - - - - S				1	\$600.00			
N 20	WTMJ	10/07/12	10/07/12	Sunday Insight	10am-1030am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- - - - - S				2	\$250.00			
N 21	WTMJ	10/02/12	10/05/12	Live at 3:00 News	3p-4p		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				3	\$125.00			
N 22	WTMJ	10/02/12	10/05/12	Live at 4:00 News	4p-430p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				2	\$450.00			
N 23	WTMJ	10/02/12	10/05/12	Live at 4:30 News	430p-5p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				3	\$500.00			
N 24	WTMJ	10/08/12	10/08/12	Live at 4:30 News	430p-5p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M - - - - -				1	\$500.00			
N 25	WTMJ	10/02/12	10/05/12	Live at 5 News	5p-530p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				3	\$1,000.00			
N 26	WTMJ	10/08/12	10/08/12	Live at 5 News	5p-530p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M - - - - -				1	\$1,000.00			
N 27	WTMJ	10/02/12	10/05/12	Live at 6 News	6-630p		:30			NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	- TWTF - -				3	\$1,100.00			
N 28	WTMJ	10/08/12	10/08/12	Live at 6 News	6-630p		:30			NM	1	\$1,100.00

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<u>Contract / Revision</u> 359729 /		<u>Alt Order #</u> 06859790
<u>Contract Dates</u> 10/01/12 - 10/08/12	<u>Product</u> Anti-Thompson	<u>Estimate #</u> 1912
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 09/28/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,100.00			
N 29	WTMJ	10/06/12	10/06/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$650.00			
N 30	WTMJ	10/06/12	10/06/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,100.00			
N 31	WTMJ	10/07/12	10/07/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$650.00			
N 32	WTMJ	10/02/12	10/05/12	Access Hollywood	630p-7p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				2	\$500.00			
N 33	WTMJ	10/08/12	10/08/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$500.00			
D 34	WTMJ	10/01/12	10/08/12	The Voice	7p-8p		:30			NM	0	\$0.00
N 35	WTMJ	10/02/12	10/02/12	The Voice	7-9pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$4,000.00			
D 36	WTMJ	10/03/12	10/03/12	Parenthood	9p-10p		:30			NM	0	\$0.00
N 37	WTMJ	10/04/12	10/04/12	Rock Center	9p-10p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---T---				1	\$2,500.00			
N 38	WTMJ	10/05/12	10/05/12	Dateline	7p-8p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,500.00			
N 39	WTMJ	10/02/12	10/05/12	Live at 10pm M-F	10p-1035p		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$1,800.00			
N 40	WTMJ	10/08/12	10/08/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,800.00			
D 41	WTMJ	10/07/12	10/07/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	0	\$0.00
D 42	WTMJ	10/01/12	10/05/12	Tonight Show	1035p-1137p		:30			NM	0	\$0.00
D 43	WTMJ	10/08/12	10/08/12	Tonight Show	1035p-1137p		:30			NM	0	\$0.00
N 44	WTMJ	10/06/12	10/06/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,000.00			
<b>Totals</b>											<b>73</b>	<b>\$48,725.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	73	\$48,725.00	\$41,416.25
<b>Totals</b>	<b>73</b>	<b>\$48,725.00</b>	<b>\$41,416.25</b>

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<u>Contract / Revision</u>		<u>Alt Order #</u>
359729 /		06859790
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/01/12 - 10/08/12	Anti-Thompson	1912
<u>Advertiser</u>		<u>Original Date / Revision</u>
House Majority PAC		09/28/12 / 10/01/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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